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Universe 1957 by Adrian Frutiger Sans Serif

A typeface family designed by Adrian Frutiger and released by his employer Deberny & Peignot in 1957

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Frutiger himself has commented: "Helvetica is the jeans, and Univers the dinner jacket."

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Universe

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Universe

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Adrian Frutiger

Sans Serif

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The Golden Section

Divine Proportion

visual representation of a number called Phi (pronounced fi)

Phi is 1.618033988749895, or by the numerical sequence called the Fibonacci sequence.

Phi Creates the Divine Proportion

Called by Renaissance artists because of its abundance in the known universe, they thought it was created by God.

Using the Divine Proportion as a guide in compositions can improve layouts and design.

Multiply (or divide by 1.62)
and place guides

The Golden Section Divine Proportion

This proportion is a visual representation of a number called Phi (pronounced fi).

Phi is 1.618033988749895, or by the numerical sequence called the Fibonacci sequence.

Phi creates the Divine Proportion (so called by the renaissance artists because of its abundance in the known universe, they thought it was created by God), the Divine Proportion is used by artists and designers.

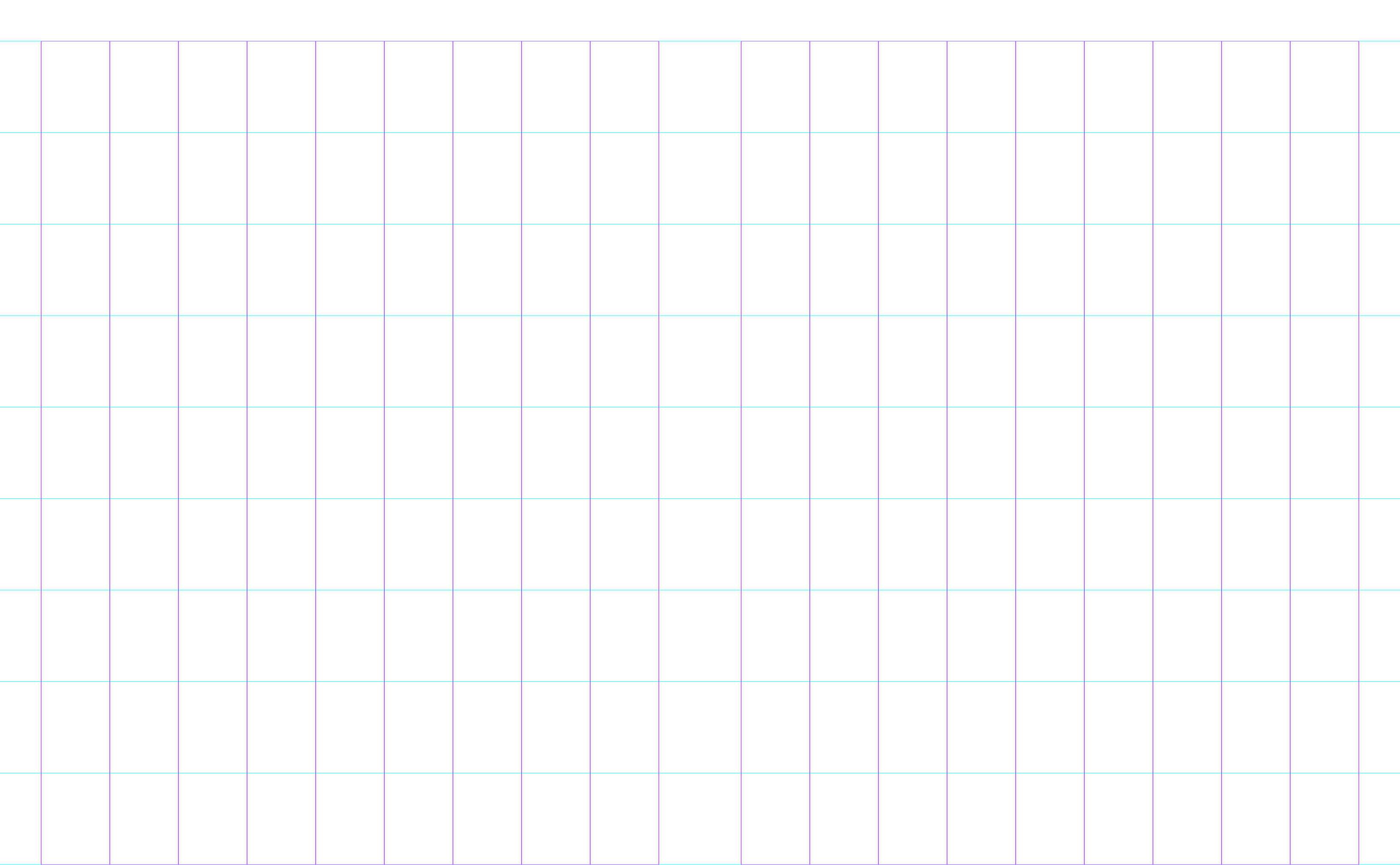
Using the Divine Proportion as a guide to your compositions can improve the communication of your design.

Multiply (or divide by 1.62) and place guides

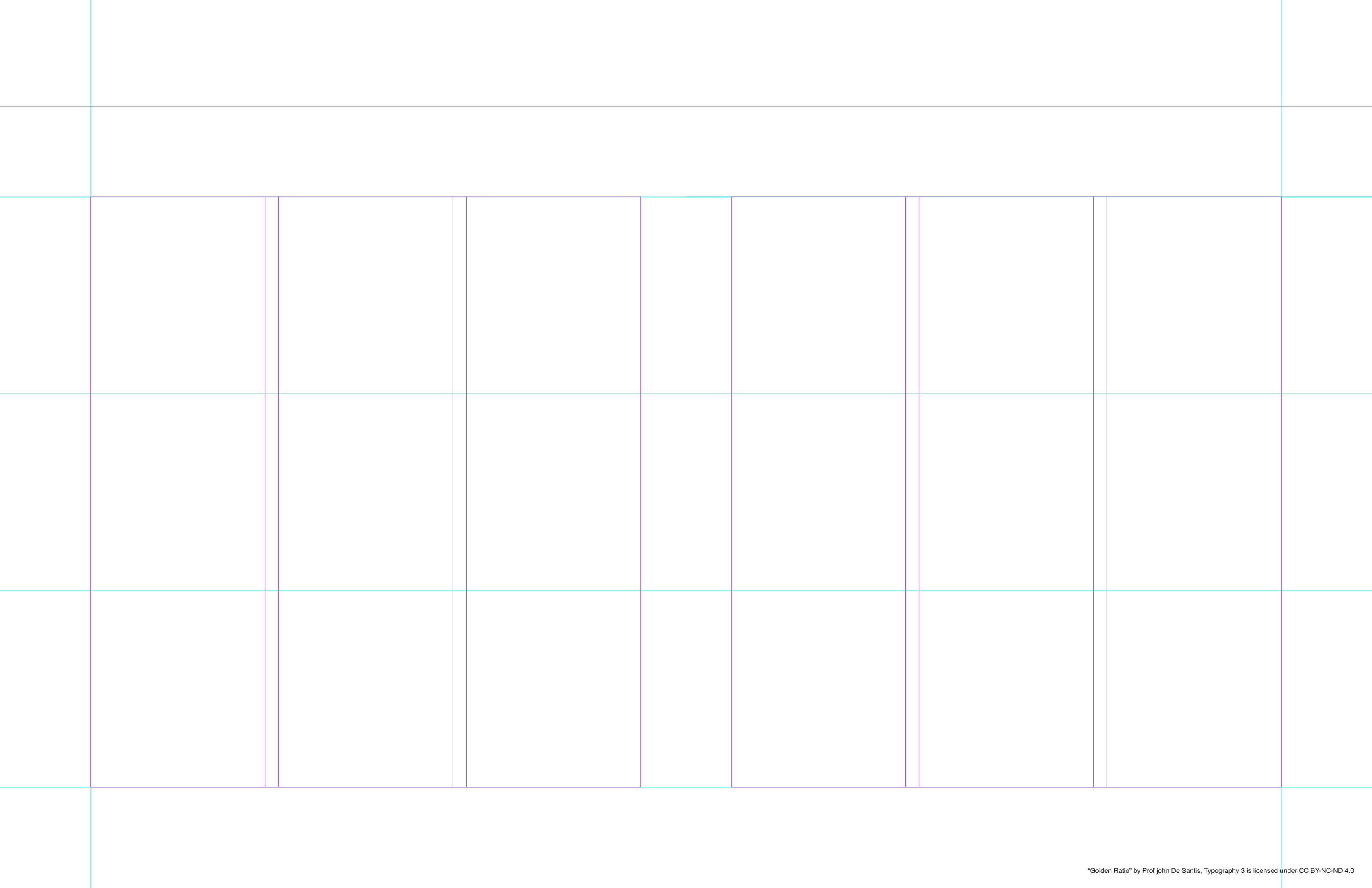
Van de Graaf canon

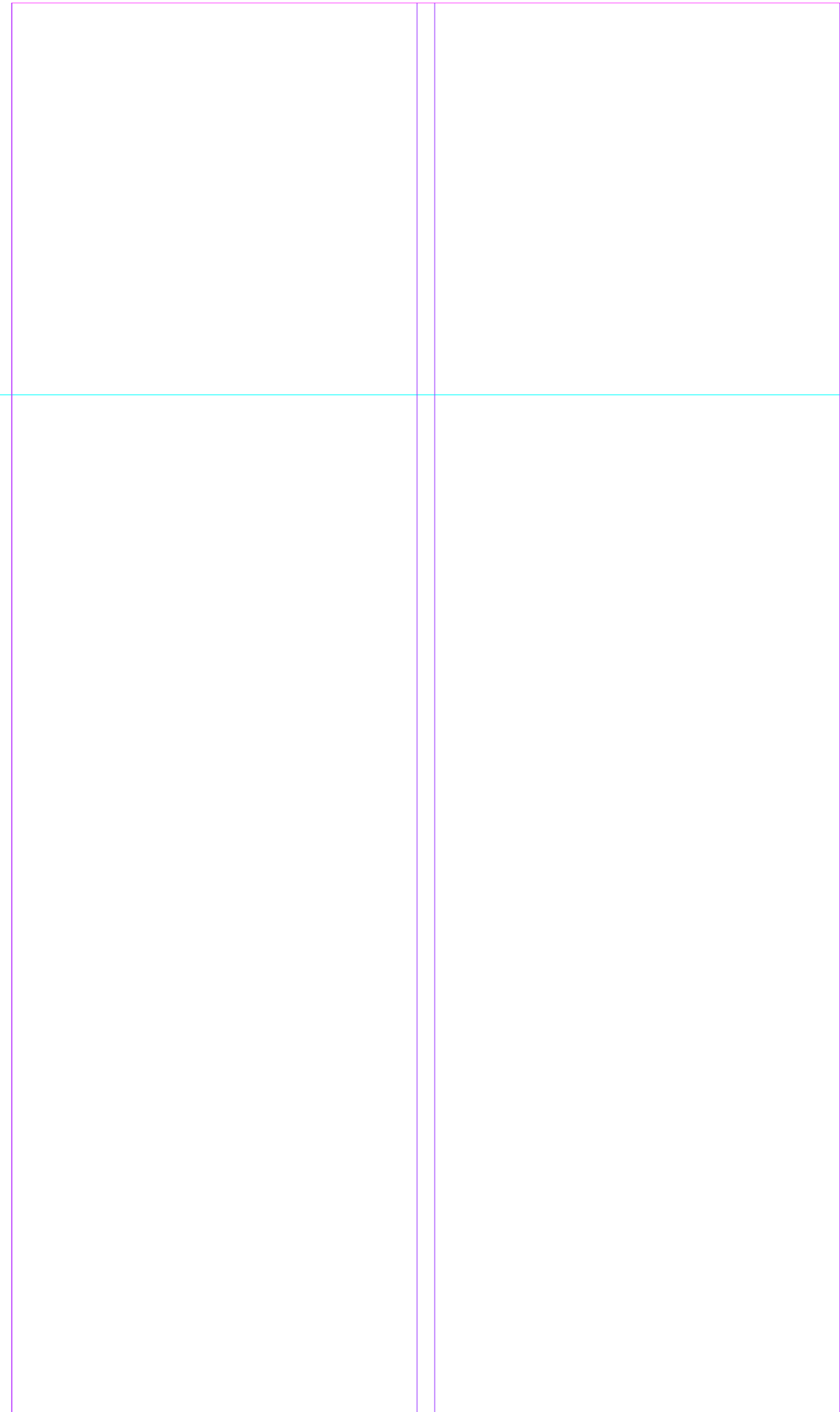
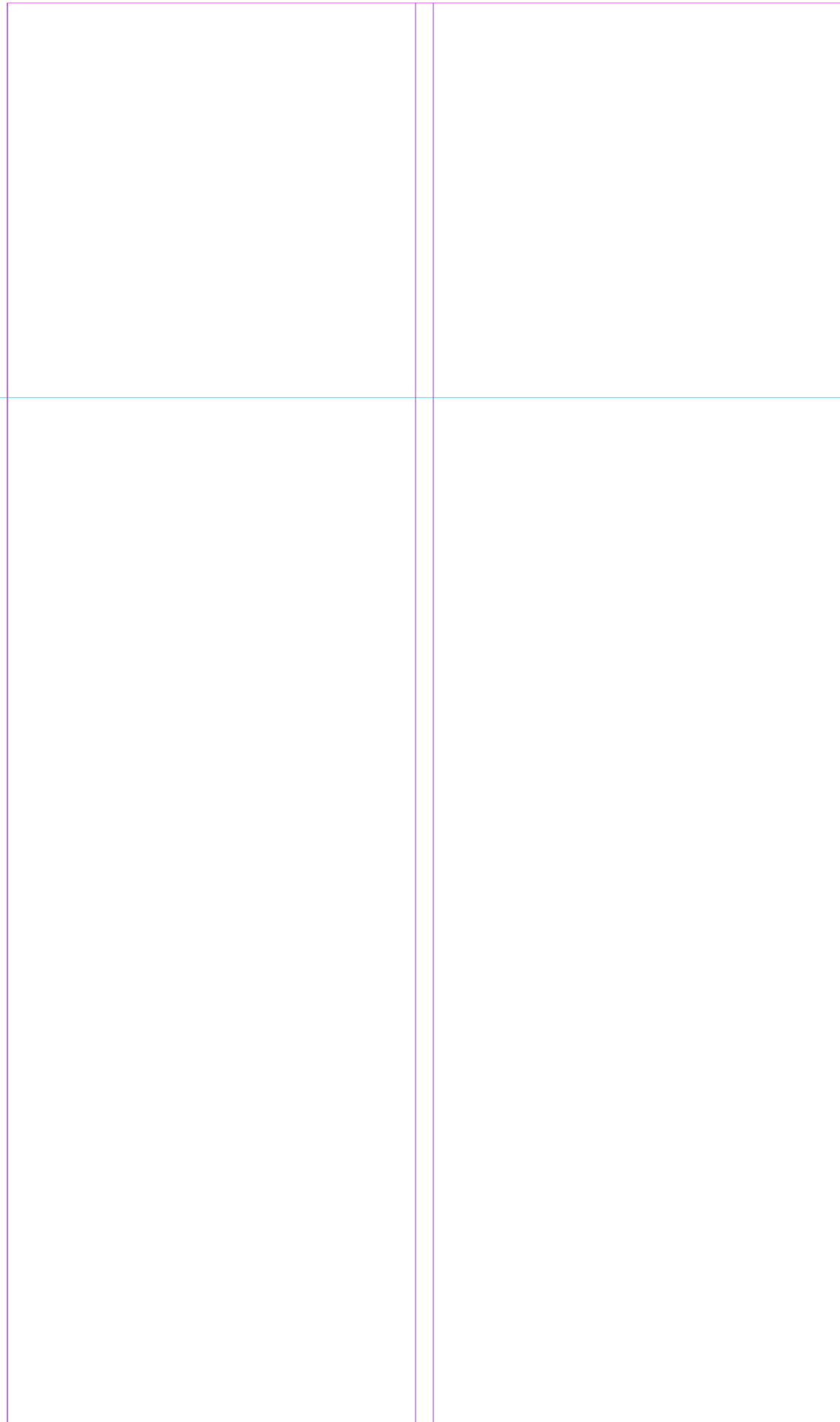
Van de Graaf devised this construction to show how Gutenberg and others may have divided their page to achieve margins of one-ninth and two-ninths and a type area in the same proportions as the page.

The Van de Graaf canon is a historical reconstruction of a method that may have been used in book design to divide a page in pleasing proportions.[5] This canon is also known as the “secret canon” used in many medieval manuscripts and incunabula.

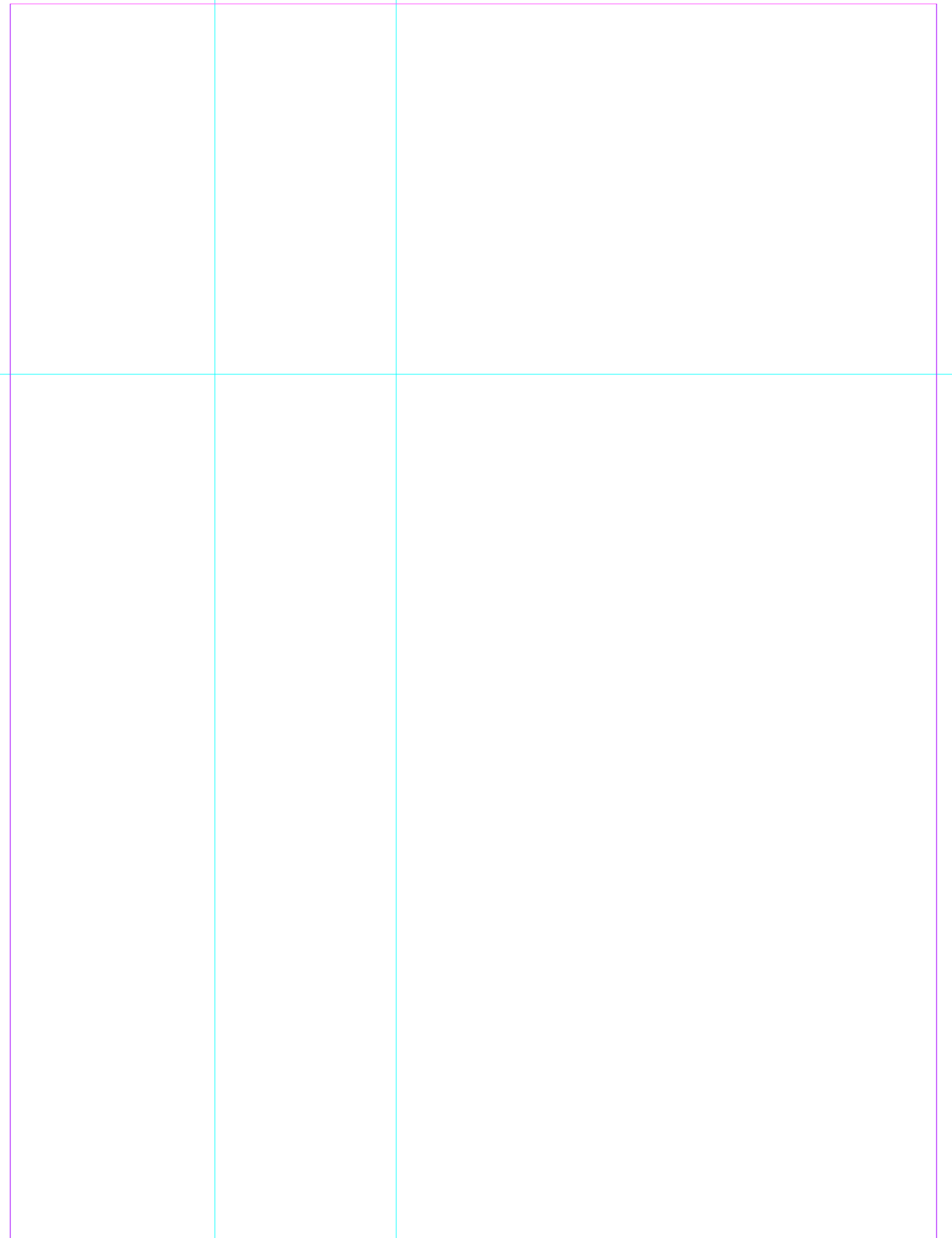
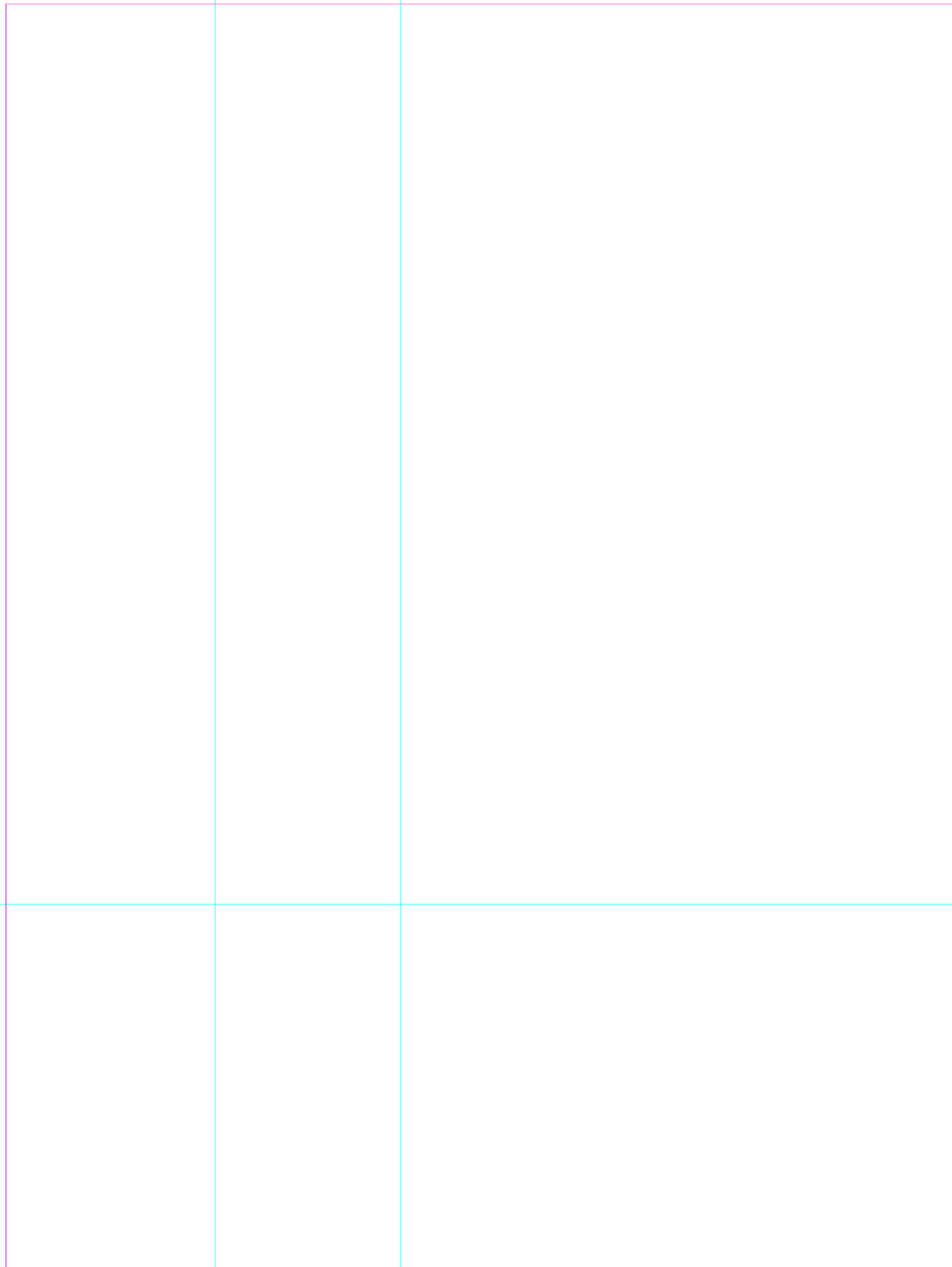


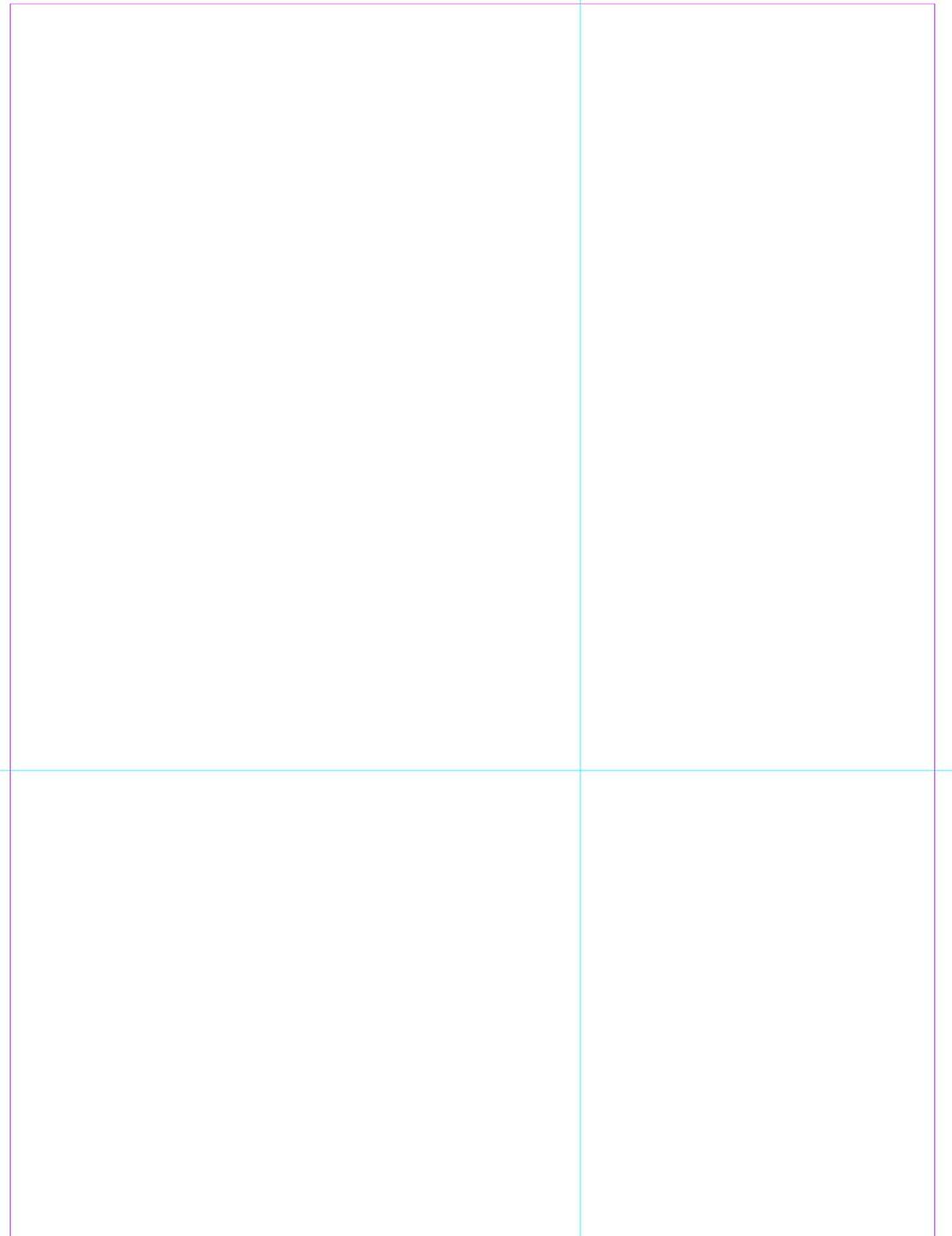
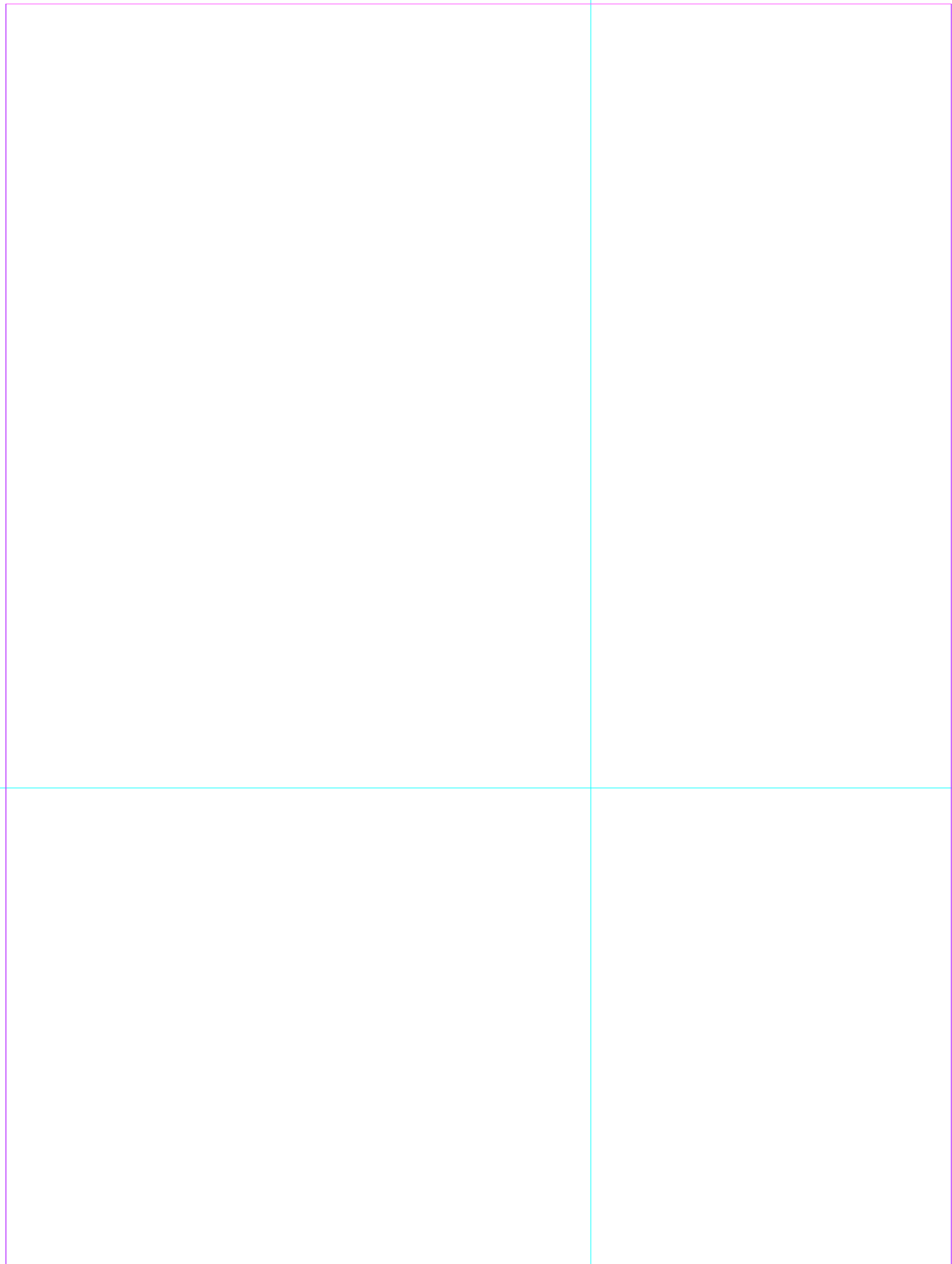


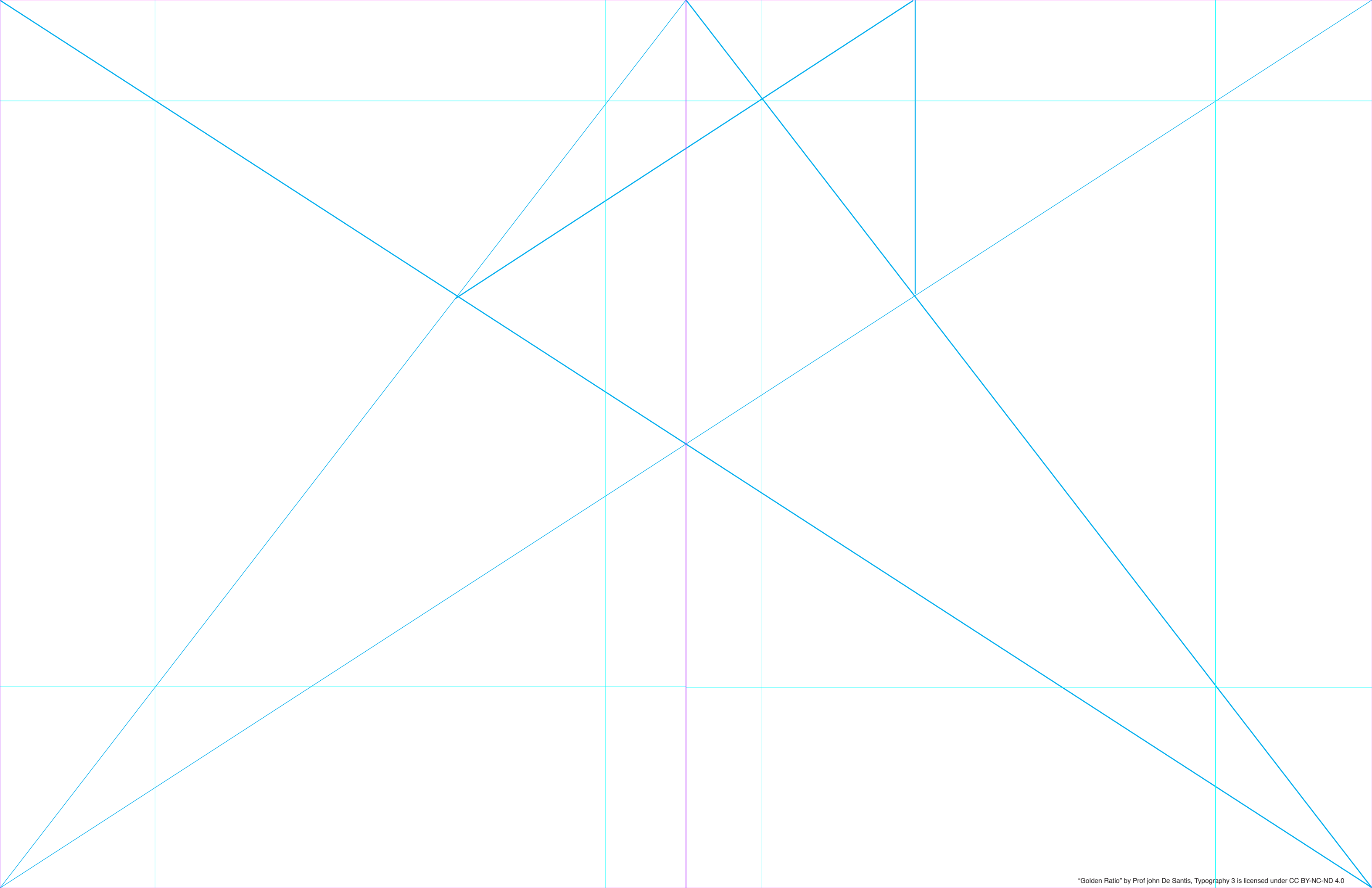














Baseline Grids Serve To Anchor Layout Elements To A Common Rhythm.

Create a baseline grid by choosing the typesize and leading of your text, such as 10-pt Scala Pro with 12 pts leading (10/12). Use this line space increment to set the baseline grid in your document preferences.

To style headlines, captions, and other elements, choose line spacing that works with the baseline grid, such as 18/24 for headlines, 14/18 for sub-

heads, and 8/12 for captions.

Where possible, position all page elements in relation to the baseline grid.

Don't force it, though. Sometimes a layout works better when you override the grid. View the baseline grid when you want to check the position of elements; turn it off when it's distracting.

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